

Godrej Consumer Products Ltd.  
Regd. Office: Godrej One,  
4th Floor, Pirojshanagar,  
Eastern Express Highway,  
Vikhroli (E), Mumbai - 400 079, India.  
Tel : +91-22-2518 8010/8020/8030  
Fax : +91-22-2518 8040  
Website : www.godrejcp.com

CIN : L24246MH2000PLC129806

April 27, 2023

BSE Ltd  
Corporate Relations Department  
1st Floor, Rotunda Bldg., P.J. Towers,  
Dalal Street, Mumbai 400 023.

The National Stock Exchange of India Ltd  
Exchange Plaza, 4th Floor,  
Bandra - Kurla Complex, Mumbai 400 050.

Dear Sirs,

Acquisition of FMCG business of Raymond Consumer Care Ltd.

The Exchanges are hereby informed that the Company has acquired FMCG business of Raymond Consumer Care Limited (RCCL), a leading player in the deodorants and sexual wellness categories in India.

Details as required pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and the press release are enclosed herewith.

Thank You.

Yours faithfully,  
**For Godrej Consumer Products Limited**

**Rahul Botadara**  
**Company Secretary & Compliance Officer**



**Godrej Consumer Products Limited**

**Disclosure under Para A of Part A of Schedule III of the Listing Regulations**

<b>Sr. No.</b>	<b>Particulars</b>	<b>Description</b>
1	Name of the target entity	FMCG business of Raymond Consumer Care Ltd through a slump sale
2	Related party transaction and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arms length”.	No
3	Industry to which the entity being acquired belongs	Fast Moving Consumer Goods
4	Objectives and effects of acquisition	Drive profitable growth
5	Brief details of any governmental or regulatory approvals required for the acquisition	None
6	Indicative time period for completion of the acquisition	Expected to be completed by 10th May, 2023
7	Nature of consideration	Cash
8	Cost of acquisition	Rs. 2825 Crore Rs. 2725 Crore (ex cash acquisition from RCCL)
9	Percentage of shareholding / control acquired and / or number of shares acquired	NA
10	Background of the Target entities (in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information in brief)	RCCL is an Indian FMCG player operating primarily in deodorants and sexual wellness categories with two key brands - Park Avenue and Kamasutra. <u>Historical reported sales</u> FY21- Rs. 411 crore FY22- Rs. 522 crore FY23- Rs. 622 crore

## Godrej Consumer Products Limited enters into agreement to acquire the FMCG business of Raymond Consumer Care Limited

**Mumbai, India – April 27, 2023:** Godrej Consumer Products Limited (GCPL) today announced that it has entered into an agreement to acquire the FMCG business of Raymond Consumer Care Limited (RCCL), a leading player in the deodorants and sexual wellness categories in India. The RCCL FMCG business is being sold to GCPL along with the trademarks of Park Avenue (for the FMCG category), KS, KamaSutra and Premium, through a slump sale.

Commenting on the announcement, Sudhir Sitapati, Managing Director and CEO, GCPL, said:

*“We are excited to welcome the Raymond Consumer Care team and brands to Godrej Consumer Products. This acquisition allows us to complement our business portfolio and growth strategy with under-penetrated categories that offer a long runway of growth. Raymond is a leading player in the deodorants and sexual wellness categories with brands like Park Avenue and KamaSutra. These categories have the potential to deliver double-digit multi-decade growth given the low per-capita consumption in India compared to similar emerging markets. Per-capita consumption (USD) of deodorants in India is 0.4x that in Indonesia, 0.05x that in Brazil and 0.04x that in the USA. We look forward to building on this potential by unlocking the significant integration synergies with our business.”*

Atul Singh, Group Vice Chairman, Raymond Group, added:

*“We have divested our FMCG business with trademarks of Park Avenue, Kamasutra for FMCG categories to Godrej Consumer Products. We take pride in building strong homegrown brands that are amongst the leaders in their categories. Having brought these brands at the forefront of consumer recall, we believe that Godrej Consumer Products will provide the requisite impetus to further drive the growth of these brands.”*

## **About Godrej Consumer Products Limited**

Godrej Consumer Products is a leading emerging markets company. As part of the over 125-year young Godrej Group, we are fortunate to have a proud legacy built on the strong values of trust, integrity and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations.

Today, our Group enjoys the patronage of 1.2 billion consumers globally, across different businesses. We are inspired by our purpose of bringing the goodness of health and beauty to consumers in emerging markets.

We rank among the largest Household Insecticide and Hair Care players in emerging markets. We are the leader in serving the Hair Care needs of women of African descent, the number one player in Hair Colour in India and Sub-Saharan Africa, and among the leading players in Latin America.

But for us, it is very important that besides our strong financial performance and innovative, much-loved products, we remain a good company. Approximately 23% of the promoter holding in the Godrej Group is held in trusts that invest in the environment, health, and education. We are also bringing together our passion and purpose to make a difference through our Good & Green approach to build a more inclusive and greener world.

At the heart of it all, is our talented team. We take much pride in fostering an inspiring workplace with an agile and high-performance culture. We are also deeply committed to recognising and valuing diversity across our teams.

[www.godrejcp.com](http://www.godrejcp.com)

## **Press Enquiries**

Sujit Patil (Head - Corporate Brand and Communication)  
[sujit.patil@godrejinds.com](mailto:sujit.patil@godrejinds.com)